

HOTEL STEWART

SAN FRANCISCO
Geary Street, just off Union Square
European Plan \$1.50 a day up
Breakfast 50c Lunch 50c Dinner \$1.00
Most Famous Meals in the United States
New steel and concrete structure.
350 rooms, 250 connecting
bathrooms. Homelike comfort
rather than unnecessarily
expensive luxury. In center of
theatre, cafe and retail districts.
On car lines, answering all
over city. Motor Bus
meets train at station.
Hotel Stewart is located on a
Hawaiian Island. Cable
address: "Travelers," A. B. O. Code
J. H. Love, Honolulu Representative.

PLEASANTON HOTEL

LU'URIOUS AND
COMFORTABLE
STRICTLY FIRST CLASS
100 ROOMS 50 BATHS

Wahiawa Hotel

Nearly 1000 feet elevation; near de-
pot; grand scenery; fine bass fishing.
For particulars address E. L. KRUSZ,
Wahiawa. Phone 6333.

SEASIDE HOTEL

CHARMINGLY SITUATED AT
WAIKIKI
Delightful Rooms; Perfect
Cuisine.

HEINIE'S TAVERN

Most Popular Beach Resort in
the City.
Rates that are Right—
American and European Plan.
"On the Beach at Waikiki!"

SHOE

Best
grade
of work
done on
Men's
Women's
and Chil-
dren's
Shoes.
Manufacturers' SHOE STORE

Laundry— Messenger Boy

Phone 3461

SPRING MILLINERY

Confections of unusual beauty
MISS POWER, Boston Bldg.

Silva's Toggery

Limited
"THE STORE FOR GOOD
CLOTHES"
Elmer Building, King Street.

PURE ICE

Quick Service
Courteous Treatment
OAHU ICE CO.
Phone 1128

Big stock of Brushes for all purposes.

LEWERS & COOKE, Ltd.

NOTHING COUNTS LIKE SERVICE—WE GIVE IT.

KERSHNER VULCANIZING
CO., LTD.
1177 Alakea St. Phone 2434.
Flak and Miller Tires.

McInerney Park

Elegant Lots
OHAS. DESKY, Agent
Merchant, near Fort

MILLINERY

HONOLULU HAT CO.
Hotel St., near Bethel

Canton Dry Goods Company

Hotel St., near Bethel St.

The Men's Style Center

The Ideal
Hotel, Ewa of Fort

LEGAL NOTICES.

IN THE CIRCUIT COURT OF THE
First Circuit, Territory of Hawaii
—At Chambers—In Probate.
In the matter of the Estate of Wil-
liam Mann, Deceased.

NOTICE TO CREDITORS
The undersigned, having been duly
appointed executrix of the Will of
William Mann, deceased, hereby gives
notice to all creditors of said deceased
to present their claims, duly authen-
ticated, and with proper vouchers, if
any exist, even if the claim is se-
cured by mortgage on real estate, to
her at the office of Lindsay &
Lymer, 507 Stangenwald building, Ho-
nolulu, within six months from the
date of the first publication of this
notice, said date being January 20,
1916, or within six months from the
day they fall due, or the same will
be forever barred.

Honolulu, T. H., January 20, 1916.
ANGELA M. MANN,
Executrix of the Will of William
Mann, Deceased.
Lindsay & Lymer,
Attorneys for the Executrix.
6376-Jan. 20, 27, Feb. 3, 10, 17, 24

IN THE CIRCUIT COURT OF THE
First Circuit, Territory of Hawaii
—At Chambers—In Probate.
In the matter of the estate of Hen-
ry Gaillard Smart, deceased.

On reading and filing the petition
of Trent Trust Company, Limited, a
Hawaiian corporation, alleging that
Henry Gaillard Smart of Honolulu,
City and County of Honolulu, Terri-
tory of Hawaii, died intestate at Char-
lottesville, Virginia, on the 23 day of
November, A. D. 1915, leaving prop-
erty within the jurisdiction of this
court necessary to be administered
upon, and praying that Letters of Ad-
ministration issue to Trent Trust Com-
pany, Limited.
It is ordered, that Tuesday, the 15th
day of February, A. D. 1916, at 9
o'clock a. m., be and hereby is ap-
pointed for hearing said petition in the
court room of this court in the Judi-
ciary building in the City and County
of Honolulu, at which time and place
all persons concerned may appear and
show cause, if any they have, why said
petition should not be granted.
By the court,
J. A. DOMINIS,
Clerk, Circuit Court, First Circuit.
Dated Honolulu, January 13, 1916.
Thompson, Milverton & Cathcart,
attorneys for petitioner.
6370-Jan. 13, 20, 27, Feb. 3.

Notice to Creditors.
Notice is hereby given that Letters
of Ancillary Administration with the
Will Annexed have been issued to
Hawaiian Trust Company, Limited, a
Hawaiian corporation, as Ancillary
Administrator with the Will Annexed
of the Estate of Annie Aldrich Bar-
ton, late of the City of Oakland, State
of California.

All Creditors of the said Estate
are hereby notified to present their
claims against the said estate, duly
authenticated and with proper vouch-
ers, if any exist, even though the
said claims be secured by mortgage
upon real estate, to the said Hawai-
ian Trust Company, Limited, at its
office at 120 South King street, Hono-
lulu, within six (6) months from the
date of the first publication of this
notice, or within six months from the
day they fall due, otherwise such
claims, if any, will be forever barred.
And all persons indebted to the said
estate are hereby notified to make
immediate payment to the under-
signed as such Ancillary Administra-
tor.
Dated at Honolulu, T. H., Feb. 3,
1916.
HAWAIIAN TRUST COMPANY,
LIMITED,
Ancillary Administrator with the Will
Annexed of the Estate of Annie Al-
drich Barton, deceased.
Frear, Prosser, Anderson & Marx,
Attorneys for Ancillary Administra-
tor.
6388-Feb. 3, 10, 17, 24, Mar. 2.

SHERIFF'S SALE NOTICE.
Under and by virtue of a Writ of
Execution issued by the Honorable
T. B. Stuart, Third Judge of the Cir-
cuit Court of the First Circuit, Terri-
tory of Hawaii, on the 29th day of
December, 1915, in the matter of Wil-
liam W. Hole, done business under the
name of The Reliable Auto Shop,
plaintiff, against the Hawaiian Trans-
portation Company, Limited, a corpora-
tion, defendant, I did in said Hono-
lulu, City and County of Honolulu,
Territory aforesaid, on the 3d day of
January, 1916, levy upon and shall of-
fer for sale and sell at public auction
to the highest bidder, at the Police
Station, Kalakaua Hale, in said Hono-
lulu, at 12 o'clock noon of Friday, the
4th day of February, 1916, all the
right, title and interest of the said Ha-
waiian Transportation Company, Lim-
ited, defendant, in and to the follow-
ing described articles of property, to-
wit: the sum of Six Hundred and Sev-
en and 15-100 (\$607.15) dollars, that
being the amount for which said Exec-
ution was issued, together with in-
terest, costs, my fees and expenses
are previously paid.
Property to be sold: 1 25-passenger
bus body, 2 tanks, 1 Remmy Genera-
tor and 1 box tools.
Terms: Cash.
Dated Honolulu, January 3, 1916.
JULIUS W. ASCH,
Deputy Sheriff, District of Honolulu,
City and County of Honolulu.
6382-Jan. 4, 20, Feb. 3.

A report from London says that it
is estimated that England advanced
\$90,000,000 pounds to her allies during
1915.

PILES CURED IN 6 TO 14 DAYS
PAZO OINTMENT is guaranteed to
cure blind, bleeding, itching or pro-
truding PILES in 6 to 14 days or
money refunded. Manufactured by
the PARIS MEDICINE CO., St. Louis,
U. S. A.

Home Course in Advertising

To be Conducted in this Paper by Alex F. Osborn, Instructor in Advertising, Buffalo Y. M. C. A. High School



FOR THE MERCHANT MAN FOR THE MANUFACTURER FOR THE AMBITIOUS YOUTH

CHAPTER LXVIII

HOW TO KEY ADVERTISING RESULTS.

There are two big phases of advertising between which you will have to choose. Even though you have decided to use the big, broad, general publications, you can select the kind of publicity which will apply familiarize the public with your product. Or you can make an attempt for direct results.

The usual soap ad which simply shows the idea that this will chase dirt, is the publicity style. Such simply tends to attract the greatest amount of possible attention, and by so doing make the name of the product so much a part of the consumer's mind that the next time she goes into the grocery store for soap, she will unconsciously ask for that brand.

The other way to advertise is the way, for instance, that some confectioners do. They advertise the name of their products, but they also make an effort to get the reader to send in a few cents for a sample box, so that she can taste how good they are. Some chemists try to do that same thing—they seek to get you to send in for a sample tube of their tooth paste.

This action-getting kind of advertising, as a rule, can be better traced as to its results than the general publicity kind. If \$500 in a certain national publicity campaign will bring only 500 requests for a 10c sample of your goods, and if \$500 in another magazine brings 600 inquiries, then they can see that the latter is better for that purpose of advertising your product. Of course, it might tend to make one yield more results than the other. Still, the number of inquiries would indicate the publicity power of a publication pretty well.

Still another way to carry on a general publicity campaign and seek to key results is to use the advertising as a means to distribute literature. Many large advertisers use this system. They announce a booklet to be had on request. The idea is to make the advertisement itself tell enough of the story so as to make the reader say, "Well, that's a pretty good thing." With interest thus created, the fuller explanation of virtues which the booklet makes possible may create an active desire in the reader and thus cause a sale.

As to the value of offering a booklet in your advertising, one big concern tried both ways. Six ads which did not feature a booklet produced a total of but 231 inquiries and 57 sales. Two ads only, which featured a book produced four, 644 inquiries and 434 sales.

To key an ad means to tag it with a sign of some sort so that you can tell which magazine produced the inquiry which resulted from that advertisement. For this purpose, the coupon is a favorable method. About ten years ago the coupon was a new idea. Advertisers found it was a great success. But so many used it that people got accustomed to seeing them and their effectiveness waned.

Still, the coupon has elements which make it worth while if you have space. The theory is simply that the coupon suggests to the mind the idea to inquire for further information. Also, it appeals to laziness of prospect, since it obviates the necessity to go and get a piece of stationery. Those two factors have made the coupon so successful as a means to increase the number of answers that an ad will produce—as against what that same advertisement would bring if it had no coupon.

INDIANAPOLIS MEN OF NOTE YIELD TO ALLURE OF HAWAII

Indianapolis is showing up strong in its Honolulu representation this season. The delegation for which "Sunny Jim" McCandless is guide, counselor and friend is made up of Charles Mayer, a leading jeweler of Indianapolis; Mr. Clancy, recorder of Murat Temple, Indianapolis, and August Kuhn, a retired capitalist of Indianapolis. They enjoy the weather and are seeing all the sights. They are to be here a month and are making their headquarters at the Young hotel.

Mollie Mott, much married leader of the infamous "Mollie Mott gang" disbanded by the Chicago police years ago, lately appeared before the judge of the morals court in that city, producing witnesses to prove her regeneration and showed a marriage license for Mrs. Mollie Fogarty (her true name) and John Sullivan. "Love," she told the judge, "has made me spiritually an innocent again." His honor let the renovated old couple go in peace.

Senator Ashurst of Arizona was informed that President Wilson has no intention of withdrawing the troops from the Mexican border at present.

ANNUAL MEETING.

Notice is hereby given that the annual meeting of the stockholders of Pioneer Mill Company, Limited, will be held at the office of the company, Hackfeld Building, Honolulu, T. H., on Thursday, February 17, 1916, at 10 o'clock a. m., for the election of a Board of Directors to serve for the ensuing year, and the transaction of such other business as may properly come before the meeting.

Honolulu, T. H.,
February 1, 1916.
6388-Feb. 3, 10, 15.

ANNUAL MEETING.

Notice is hereby given that the annual meeting of the stockholders of Lahaina Agricultural Company, Limited, will be held at the office of the company, Hackfeld Building, Honolulu, T. H., on Thursday, February 17, 1916, at 10:30 o'clock a. m., for the election of a Board of Directors to serve for the ensuing year, and the transaction of such other business as may properly come before the meeting.

Honolulu, T. H.,
February 1, 1916.
6388-Feb. 3, 10, 15.

TWINS, AGED 13, WILL TAME MAUD, WILDEST MULE IN ALL HAWAII

The wild mule, known by the name of Maud, which Scout Field Commissioner James A. Wilder has secured for the exhibition of packing at the Palace grounds during the Boy Scout rally of the Carnival is to be tamed and packed by Cecil and Paul Arndt, 13 years old, twin sons of the leader of the 2d Infantry band at Fort Shafter.

Mr. Wilder says the mule is the wildest in the islands and added that he did not intend that as a pun. The Arndt twins will begin practicing the diamond hitch at once.

BORN.

PAXSON—In this city, Jan. 29, 1916, to Mr. and Mrs. S. S. Paxson, a son.

MARRIED.

GOMES-BORGES—In this city, February 2, 1916, Frank Gomes and Miss Minnie Borges, Rev. M. E. Silva of the Hoomana Naauao church officiating. Witnesses, Frank C. Plada and Louis Silva.
NAHULU-CUMMINGS—In Laie, Koolauloa, Oahu, January 30, 1916, Aukai Nahulu and Miss Helen Cummings, Elder W. K. Aupua of the Church of Jesus Christ of Latter Day Saints officiating. Witnesses, Kaupilipani and J. E. Cummings.
CORTE-SILVA—In this city, January 29, 1916, Ernest da Corte and Miss Maria Jane da Silva. Rev. Father Edmund, curate of the Catholic Church of Our Lady of the Mount, Kalihi-uka, officiating. Witnesses, Philomena da Silva and Georgina da Silva.
JESUS-CAMACHO—In Honolulu, Ewa, Oahu, January 29, 1916, Joseph Jesus, Jr., and Miss Alexandrina Gomes Camacho. Rev. Father Charles L. Wingle, curate of the Catholic Church of Honolulu, officiating. Witnesses: Joseph Gomes Camacho and Mrs. Johanna Gomes Camacho.
HENRY-BOTELHO—In this city, Jan. 29, 1916, Harry Henry and Miss Agnes Beatrice Botelho. Rev. Dr. William Henry Fry, superintendent of the Methodist Episcopal Mission, officiating. Witnesses, Mrs. William Hole and William Hole.
CALDEIRA-GARCIA—In Waiwae, Oahu, Jan. 29, 1916, Antonio Caldeira and Miss Lucia Garcia. J. C. Feliciano of the Salvation Army officiating. Witnesses, Antonio Quiles and Concepcion Quiles.
WYATT-ROSS—In this city, Jan. 4, 1916, Stanton Wyatt and Miss Jean Ross. Rev. Dr. William Henry Fry, superintendent of the Methodist Episcopal Mission, officiating. Witnesses, Mrs. Mabel C. Mead and Royal D. Mead.

MOSHER SPRINGS ANOTHER DEEP SEA YARN

(Special Star-Bulletin Correspondence)

HILO, Jan. 28.—Among the stories exchanged between Captain Mosher, Hilu harbormaster, and Captain Creelman, an old shipmate of the long ago, while the popular pilot was in Honolulu the other week, was one that Mosher told and which has drifted back to Hilu, as all good things have a habit of doing.

"Well, now, I guess it was way back in the eighties when I was mate on a well found bark sailing from San Francisco that a crimp put on board our hooker a set of men who had been shanghai'd and many of whom had never been to sea before.

"Well," continued Mosher, "we picked out four men who claimed that they knew something about steering and we had to be satisfied with that much at any rate.

"I was going off watch when I happened to notice that the ship must be off her course on account of the way the sails were flapping and so I turned to the new man who had taken the wheel to see what was the matter. Well, there was the fellow hanging on to the wheel with one hand and pointing with the other at the compass card which was swinging around as the vessel headed off her course. The sailor saw me coming and yelled:

"Mr. Mate, it's broken, it's broken. It is moving around and I can't steer by it."

"Well, there was a little plain talk right there, for those were the real old days and seamen were not in order. I found that fellow one time afterwards trying to follow the needle around until he made the ship complete a circle."

Captain Creelman, the old-time sailor who was Captain Mosher's comrade years ago, is now enjoying the breezes of Oahu, but he intends to pay a visit to Hilu in the near future, and vows that he will have a better story to tell of helmsmen than that of Captain Mosher.

POPE GIVES PLEDGE TO UPHOLD BELGIAN RIGHTS

PARIS, France.—The Petit Journal prints the following despatches from Havre:

"Father Henusse, almoner in chief of the Belgian army, just returned from Rome, where he talked with the pope, addressing the Belgian troops, said:

"The pope asked me to say that he believes that Belgium has a right to complete reparation from Germany. He will never consent to intervene for peace unless Belgium at least is reconstituted in the plenitude of her former rights.

"These must include every title of her European and African territories restored and indemnity given for the complete reconstruction of her ruined lands, monuments, arts and industries."

MOVEMENTS OF MAIL STEAMERS

VESSELS TO ARRIVE

Friday, Feb. 4.
Australia—Makura, C.A. str.
Manila—U. S. A. T. Sherman.
Saturday, Feb. 5.
Hilo—Mauna Kea, I.I. str.
Sunday, Feb. 6.
Molokai, Lae, Mikahela, I.I. str.
Maui—Claudine, I.I. str.
Kauai—Kinau, Maui, I.I. str.

VESSELS TO DEPART

Friday, Feb. 4.
San Francisco—Great Northern, Hill str.
Vancouver—Makura, C.A. str.
Maui—Claudine, I.I. str.
Saturday, Feb. 5.
Hilo—Mauna Kea, I.I. str.
Sunday, Feb. 6.
(No ships scheduled.)

MAILS

Mails are due from the following points as follows:
San Francisco—Lurline, Feb. 8.
Japan and China—Chiyo Maru, Feb. 14.
Australia—Makura, Feb. 4.
Philippines—U. S. A. T. Sherman, Feb. 4.
Vancouver—Makura, Feb. 23.
Mail will depart for the following points as follows:
San Francisco—Great Northern, Feb. 4.
Japan, China and Philippines—Shinyo Maru, Feb. 11.
Australia—Sierra, Feb. 14.
Vancouver—Makura, Feb. 4.

TRANSPORT SERVICE

Logan, due here from Panama for Manila, Feb. 12 or 13.
Thomas, due here Feb. 15 from San Francisco.
Sherman, due here from Manila Feb. 4.
Dix, at Manila.
Warren, in the Philippines.
Burford, at Cristobal.

PASSENGERS EXPECTED

Per Matson str. Lurline, due here Tuesday morning, February 8: Chas. F. House, Mrs. Chas. F. House and infant, Mrs. T. E. Griffin, Mr. Caum, Mrs. Caum, Allen Hamilton, W. L. Bergstrom, W. Fred Kahn, Father Barry, Edie Wood, W. H. Chapman, G. W. Clise, Mrs. G. W. Clise, Mrs. M. J. H. Chapman, Miss M. Van Patten, Mrs. J. E. Chiberg, Miss Sadie Barrett, Wallace Alexander, Miss Josephine Smith, Robert Kulka and George Webb.

OCEANIC STEAMSHIP CO.

5 1/2 DAYS TO SAN FRANCISCO.

FOR SAN FRANCISCO: FOR SYDNEY:

Ventura	Feb. 8	Sierra	Feb. 14
Sonoma	Feb. 29	Ventura	March 6
Sierra	March 21	Sonoma	Mar. 27
Ventura	April 11	Sierra	Apr. 17

C. BREWER & CO., LTD. General Agents

Matson Navigation Company

Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO: FOR SAN FRANCISCO:

S. S. Lurline	Feb. 8	S. S. Matsonia	Feb. 9
S. S. Wilhelmina	Feb. 15	S. S. Lurline	Feb. 15
S. S. Manoa	Feb. 22	S. S. Wilhelmina	Feb. 23
S. S. Matsonia	Feb. 29	S. S. Manoa	Feb. 29

S. S. Hilonian, Seattle for Honolulu direct, February 5, 1916.

CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:

FOR THE ORIENT: FOR SAN FRANCISCO:

Shinyo Maru	Feb. 11	Chiyo Maru	Feb. 15
Persia Maru	Feb. 29	Tenyo Maru	Mar. 7
S. S. Chiyo Maru	Mar. 10	S. S. Nippon Maru	Mar. 22
Tenyo Maru	Mar. 31	S. S. Shinyo Maru	April 4

CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE

A Steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TEN DAYS via Straits of Magellan. From SEATTLE and TACOMA, S. S. ALASKAN, to sail on or about February 13th. From Portland or to Honolulu, direct, S. S. "Kentuckian," to sail about February 24.

For particulars as to rates, etc., apply to C. P. MORSE, General Freight Agent. H. HACKFELD & CO., LTD. Agents.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE

Subject to change without notice.

For Victoria and Vancouver: For Suva, Auckland and Sydney

Makura	Feb. 4	Makura	Feb. 23
Niagara	Mar. 3	Niagara	Mar. 22

THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

4 1/2 DAY SERVICE TO THE MAINLAND

Same Rate San Francisco Same Rate Los Angeles

THE FLOATING PALACE OF THE PACIFIC

"S. S. GREAT NORTHERN"

The Fastest and Most Luxurious Ship in Pacific Waters.

FOR THE MAINLAND—

Leave Honolulu Feb. 4, Feb. 25, Mar. 16 |

Arrive San Francisco Feb. 9, Mar. 2, Mar. 21 |

One Way \$65 and TOURIST \$45 and STEER \$35 and ROUND TRIP \$130 and FARES

FOR RESERVATIONS, DESCRIPTIVE LITERATURE, ETC., FRED L. WALDRON, LTD., Agents :: Honolulu

POSTOFFICE TIME-TABLE FOR MONTHS

The following postoffice time-table for February is announced, being of course, subject to change if sudden arrangements are made for unexpected mail service:

UNITED STATES MAIL STEAMERS

Steamers to arrive from—

Feb. 4—Makura Sydney |

4—U. S. A. T. Sherman Manila |

8—Ventura Sydney |

8—Lurline San Francisco |

11—Shinyo Maru San Francisco |

15—Wilhelmina San Francisco |

15—Chiyo Maru Hongkong |

15—U. S. A. T. Thomas San Francisco |

21—Great Northern San Francisco |